

## **Problem of managers' communicative competence formation**

Ismagilova L., Polyakova O.

*Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia*

---

### **Abstract**

© 2016 Taylor & Francis Group, London. This paper investigates the issues of managers' training in the frame of improving contemporary educational paradigm in Russia. The transition to the Third-Generation Educational Standards was determined by changing the economic environment in the country, which requires the graduate managers to be full-fledged specialists equipped with a wide range of competences, including communication. The research undertaken within the private and public enterprises reveals the gap between the way this competence is formed when training at the undergraduate level and the demand of the market. The defects of dialogue communication showed by the study heavily affect the company's performance. The comparison of Second- and Third-Generation Educational Standard projects the reason of the current dialogue communication problem. The results imply their application to vocational training while designing an undergraduate curriculum and the syllabus.

---

### **Keywords**

Communication competence, Communication process, Dialogue communication, Education standard, Managers' training, Syllabus design